

**REMARKS**

Claims 1-6, 9 and 10 are canceled. Claim 7 is amended to include the limitations of claim 10. Claim 12 is made dependent on Claim 7 and Claims 13-17 dependent on Claim 7 are added.

Claims 1-12 are rejected under 35 U.S.C. 102(e) as being anticipated by Matthews, III et al.; U.S. Patent No. 6,469,721, hereinafter Matthews.

As stated in the background of the invention on page 1, line 18, the complexity and the number of programs has made it increasingly more difficult for the user to recall the media item on the menu or listing actually refers to. The challenge the user has is to associate the ASCII name with the user's perceived notion of the actual media item's property such as for example music tune or segment of video. The present invention provides enhancement so that the user can easily identify and select. As stated on page 5, the "bulls eye" sample is the most relevant short sample which most succinctly captures the recall content of that media item (line10). If this " bulls eye" or recall sample is generated at the local user's hardware the user selects the most relevant short that works as a recall (line 11). Claim 10 calls for the enhanced presentations are generated and stored in a recall menu. Applicant's claim 7 is amended to include the limitations of claim 10. Applicant's claim 7, as amended, calls for "said enhancement generator responsive to user operations to generate and store user selected enhanced presentations in a recall menu to aid the user to later select the stored program and responsive to later user operations to generate said user selected enhanced presentation when the user later reviews the listing." This is neither taught nor suggested by the Matthews reference. The reference discusses a preview of the application or task but there is no concept of a recall or the user selecting an enhanced presentation that the user will recall when reviewing the listing. The reference is only about sending a preview of the program. There is no suggestion of an enhancement generator responsive to user operations to generate and store user selected enhanced presentations in a recall menu to aid the user to later select the stored program and responsive to later user operations to generate said user selected enhanced presentation when the user later reviews the listing.

Claim 7, as amended, is therefore deemed allowable over the Matthew reference.

Claims 8 and 11-17 dependent on Claim 7 are deemed allowable for at least the same reasons as claim 7.

Claim 8 further calls for the enhanced presentations are pictures.

Claim 11 further calls for the system to include an Internet connection and browser and the enhanced presentations are received from a remote source.

Claim 12 further calls for the listing items are HTML tags with addresses and the enhancements are samples from the addresses.

Claim 13 further calls for the enhanced listing being presented sequentially item by item to provide enhanced presentations for a brief period of time sufficient to allow the user to decide on a selection. It is not seen where this is found in the Matthews reference.

Claim 14 further calls for the enhancements are audio sound sequences.

Claim 15 is dependent on claim 14 and further calls for the audio sound sequences are from MP3 plug-ins.

Claim 16 further calls for the enhancements are pictures and/or video sequences.

Claim 17 is dependent on Claim 16 and further calls for the pictures are from an MPEG 4 or JPEG plug-in or plug-in for other video image formats.

In view of the above applicant's claims 7, 8 and 11-17 are deemed in condition for allowance and an early notice of allowance of these claims is respectfully requested.

Respectfully submitted;

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